

## Claims

[c1]

[c2]

What is claimed is:

1. A system in which an advertisement is played to a user comprising; using a selection means using selection criteria to select said advertisement.
2. A system of the type claimed in claim 1 further characterized in that the selection criteria is based on Standard Industry Codes.
3. A system of the type claimed in claim 1 further characterized in that the selection criteria is based on the User's geographical location.
4. A system of the type claimed in claim 1 further characterized in that the selection criteria is based on the User's phone number.

[c3]

5. A system of the type claimed in claim 1 further characterized in that user is requesting directory assistance.

[c4]

6. A system of the type claimed in claim 1 further characterized in that selection means is a computer processor.

[c5]

7. A system of the type claimed in claim 1 further characterized in that advertisements are stored in a memory means.

[c6]

8. A system of the type claimed in claim 1 further characterized in that user is requesting toll services.

[c7]

9. A system in which an advertisement is played to a user comprising; providing directory assistance to the users; and using a selection means using selection criteria to select said advertisement.
10. A system of the type claimed in claim 9 further characterized in that the selection criteria is based on Standard Industry Codes.
11. A system of the type claimed in claim 9 further characterized in that the selection criteria is based on the User's geographical location.
12. A system of the type claimed in claim 9 further characterized in that the selection criteria is based on the User's phone number.

[c8]

13. A system of the type claimed in claim 9 further characterized in that

[illegible]

[c9]

[c1 0]

[c1 1]